

WE CLAIM:

1. A capsule particle comprising
fragrance materials having greater than about 60 weight percent with ClogP values
of equal to or greater than about 3.3; and
a material encapsulating said fragrance.
2. The capsule particle of claim 1 wherein the fragrance material has a ClogP of
greater than about 4.0.
3. The capsule particle of claim 1 that additionally comprises a solvent with a logP
value of greater than 3.3.
4. The capsule particle of claim 3 wherein the solvent material is selected from the
group consisting of triglyceride oil, mono and diglycerides, mineral oil, silicone oil,
diethyl phthalate, polyalpha olefins and isopropyl myristate.
5. The particle of claim 1 which is further coated with a polymer material.
6. The particle of claim 5 wherein the polymer coating is cationically charged.
7. The particle of claim 1 which is incorporated into a consumer product selected
from the group consisting of detergents, fabric softeners, body washes, soaps, shampoos
and hair rinses, anti-perspirants, deodorants, skin creams and hard surface cleaners.
8. A particle comprising miscible hydrophobic solvent and fragrance materials that
are encapsulated by a polymer, said hydrophobic solvent and fragrance mixture
comprising greater than about 30 weight percent hydrophobic solvent selected from the
group consisting of triglyceride oil, mono and diglycerides, mineral oil, silicone oil,
diethyl phthalate and isopropyl myristate.

9. The particle of claim 8 wherein more than about 50 weight percent of the fragrance material has a ClogP of greater than about 3.3.
10. The particle of claim 9 wherein the fragrance materials are comprised of greater than about 8 fragrance chemicals.
11. A particle comprising a core containing greater than 50 weight percent fragrance materials, stabilizers and solvents having a ClogP value of greater than about 3.3 and a material encapsulating said core.
12. The particle of Claim 11 wherein the solvent has a logP value of greater than about 8.
13. A method of providing fragrance to a consumer product comprising incorporating at least about 0.5 weight percent of the particles of Claim 11.
14. A method of encapsulating a fragrance material comprising:
 - providing a product base containing non-encapsulated fragrance material and surfactant material;
 - providing a permeable capsule material wherein the permeable capsule material contains greater than about 70 weight percent fragrance material and or solvent having a ClogP value of greater than about 3.3; and
 - allowing the non-encapsulated fragrance material and the permeable capsule material containing the fragrance material to come to equilibrium thereby transporting a portion of the non-encapsulated fragrance through the permeable shell wall into the interior of the capsule and retaining the fragrance contents of the permeable capsule.

15. The method of Claim 14 where more than 70% of the fragrance is retained after a week.
16. A consumer product containing an aqueous base, surfactant greater than about 3 weight percent of the product, non- encapsulated fragrance, and the particles of claim 1.
17. The consumer product of claim 16 wherein the amount of non-encapsulated fragrance and fragrance contained in the particles is about 30:70 weight percent to about 70:30 weight percent.
18. The method of claim 14 wherein a portion of the solvent contained within the capsule migrates out of the capsule to provide free volume within the capsule.
19. A slurry comprising:
 - permeable capsules containing at least about 20 weight percent sacrificial solvent;
 - an aqueous product base containing more than 40 weight percent fragrance materials having a ClogP value of at least about 3.0.
20. The slurry of claim 19 wherein the sacrificial solvent contained in the capsules is selected from the group consisting of benzyl acetate and octanol.
21. The slurry of claim 20 wherein at least about 20 weight percent of the sacrificial solvent originally contained within the capsule migrates outside of the capsule over a period of at least one week.

22. A method of making capsules containing high ClogP liquid fragrance materials within the capsule comprising the steps of:

 providing a sacrificial solvent having a ClogP value of from about 1 to about 3;

 encapsulating the sacrificial solvent with a permeable encapsulate material;

 providing the encapsulated sacrificial solvent in an liquid environment containing fragrance materials with ClogP of greater than about 3.3;

 allowing the capsules containing the sacrificial solvent to come to equilibrium with the environment containing the high ClogP fragrance materials;

 whereby at least 20 weight percent of the sacrificial solvent migrates from the capsule into the environment.

23. The method of claim 22 wherein the sacrificial solvent has a ClogP of from about 1.25 to about 2.5.

24. The method of claim 23 wherein the sacrificial solvent is selected from the group consisting of benzyl acetate and octanol.

25. The method of claim 22 wherein at least about 40 weight percent of the sacrificial solvent migrates from the capsule interior to the environment.

26. The method of claim 22 wherein the environment comprises water.

27. The slurry of claim 19 which is incorporated into a wash-off product.
28. The slurry of claim 27 wherein the wash-off product is selected from laundry detergent, fabric rinse conditioner, hair shampoos, hair conditioners, liquid soaps, body wash and automatic dishwashing compositions.